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GROUP

EMC  
research

Solutions Telephone Survey  
All Registered Voters  
City of Santa Clara

# Methodology

- ▶ Live telephone survey of registered voters in the City of Santa Clara
- ▶ Conducted May 10 – 17, 2018
- ▶ 400 total interviews; Margin of Error  $\pm 4.9\%$
- ▶ Interviews conducted by trained, professional interviewers
- ▶ Interviews were conducted in English, Spanish, Chinese, and Vietnamese and included both landlines and cell phones



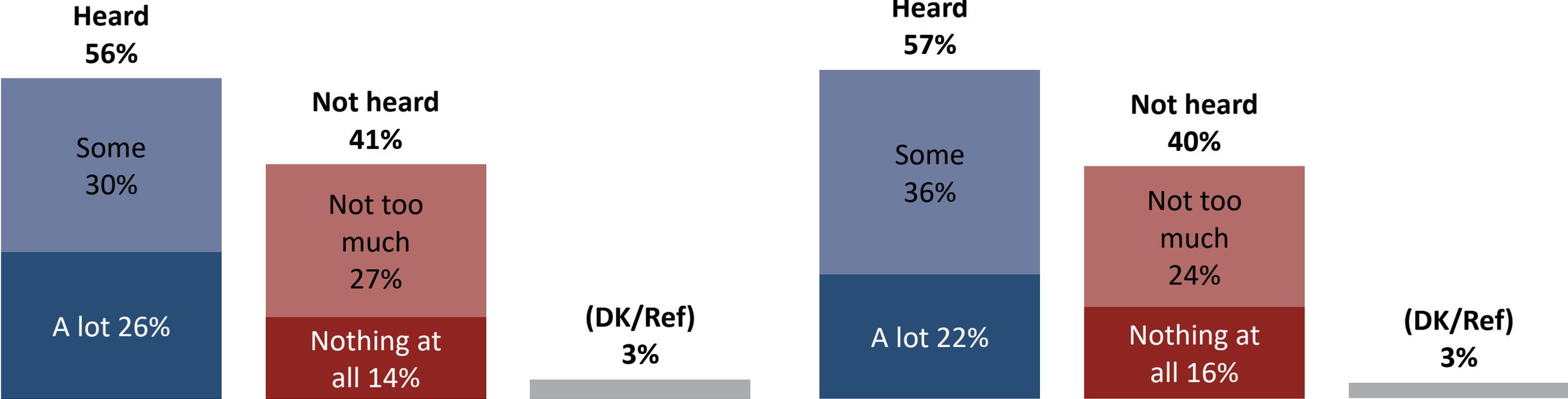
# Levi's Stadium Awareness and Issues

# Stadium Awareness

Awareness levels remain quite similar to earlier in the year.

## January

## May



Q3. How much, if anything, have you heard or seen about Levi's Stadium recently - a lot, some, not too much, or nothing at all?

# Levi's Stadium: Top Positives

*The Stadium's impact on the local economy is seen as its biggest positive.*

What is the biggest positive?	%
Boosts local economy/generates revenue	26
Draws people/attention to Santa Clara	20
Nearby/local entertainment/events	19
Creates local jobs	12
There are no positives (distaste towards the stadium)	9
Sporting events	0
Other	4
Don't know/NA	9
Refused	1

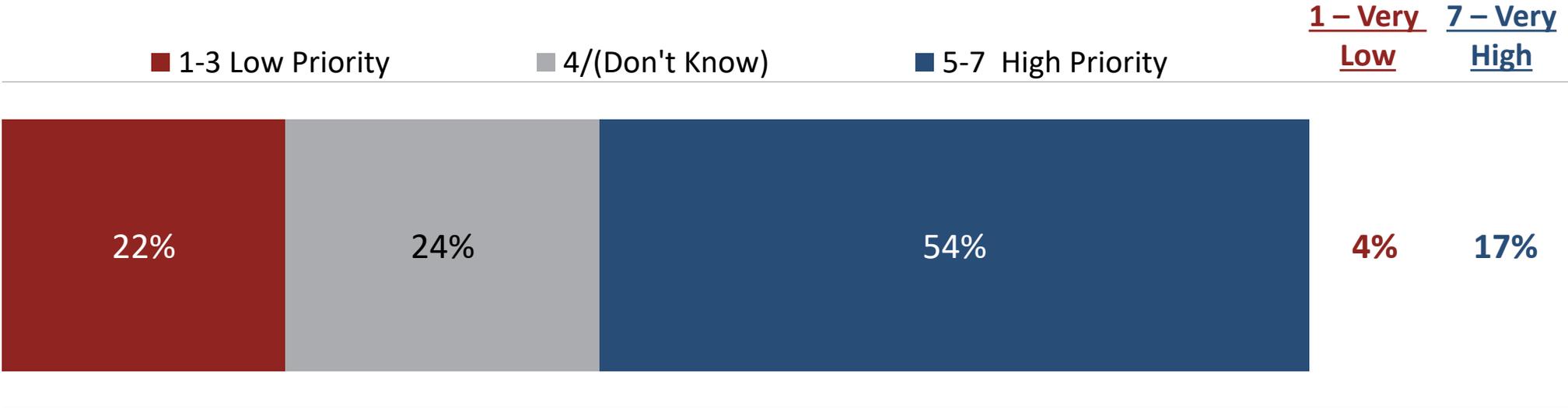
# Levi's Stadium: Top Negatives

*Traffic congestion and parking are by far the most frequently mentioned negative and most respondents did not differentiate between the two.*

What is the biggest negative?	%
Traffic congestion and parking	48
Noise or from the stadium	15
Crime and security	9
Financial impact on the city	4
Economic/infrastructural impact	4
Littering	4
Nothing negative	4
City/Stadium Officials and management	3
Other	2
Don't know/NA	6
Refused	2

# Stadium Importance

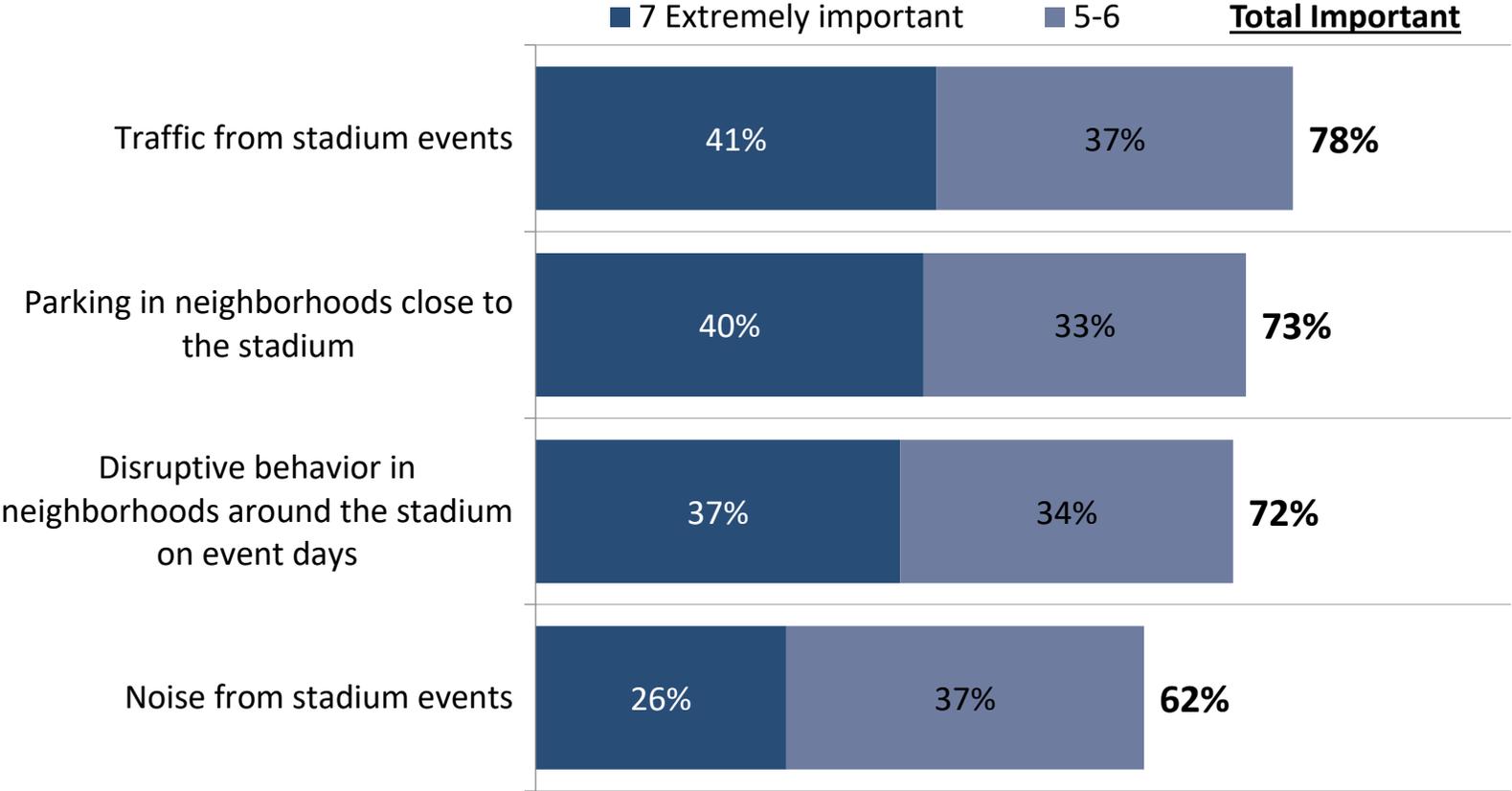
*A majority say working on issues related to Stadium events should be a priority for the Mayor and Council, but only 17% say it should be a very high priority.*



Q10. On a scale of 1 to 7, where 1 is a very low priority and 7 is a very high priority, how high of a priority do you think working on issues related to stadium events should be for the Mayor and City Council?

# Stadium Event Issues

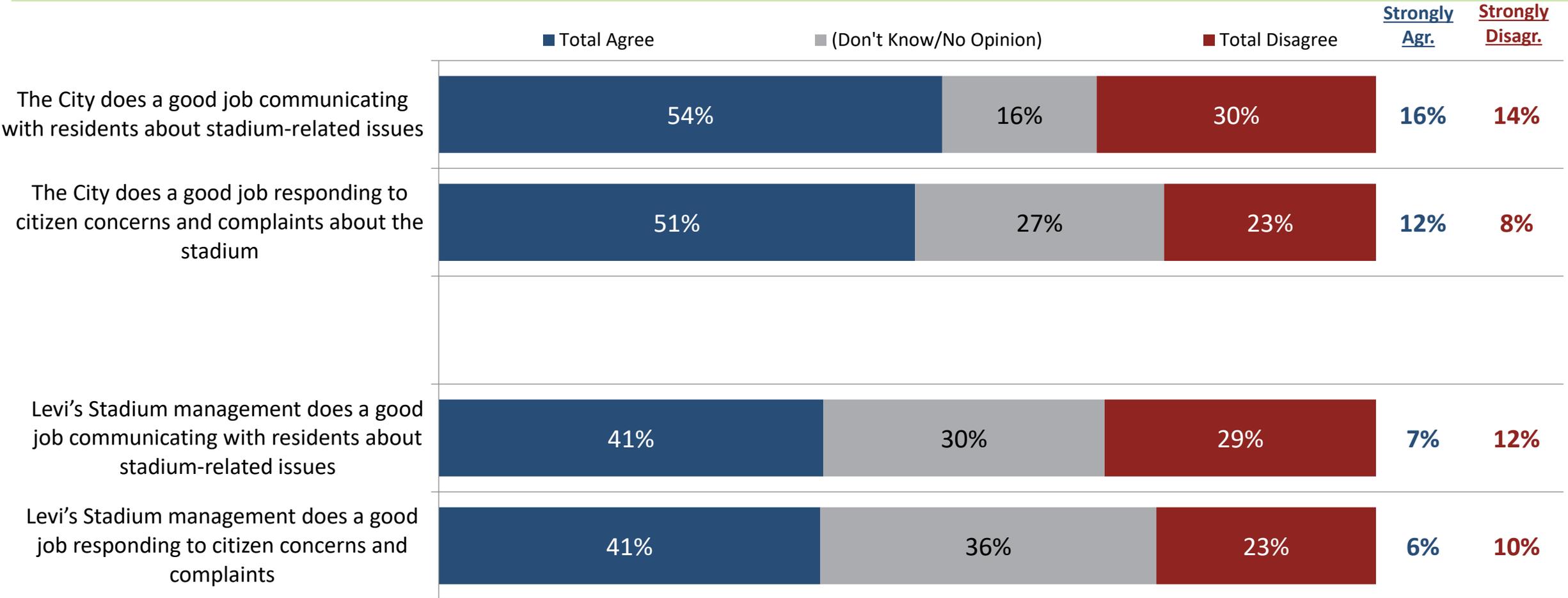
*Traffic and parking are seen as the most important stadium event issues to address, with 4-in-10 saying it is “extremely important” to address these issues. Disruptive behavior in neighborhoods around the Stadium is also a top issue. Six-in-ten say it is important to address noise from events, but only a quarter rate it as “extremely important.”*



Q11-14. I’m going to read you a list of issues that may arise during events at Levi’s Stadium. After each one, please rate how important addressing that issue is to you, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

# Communicating and Responding

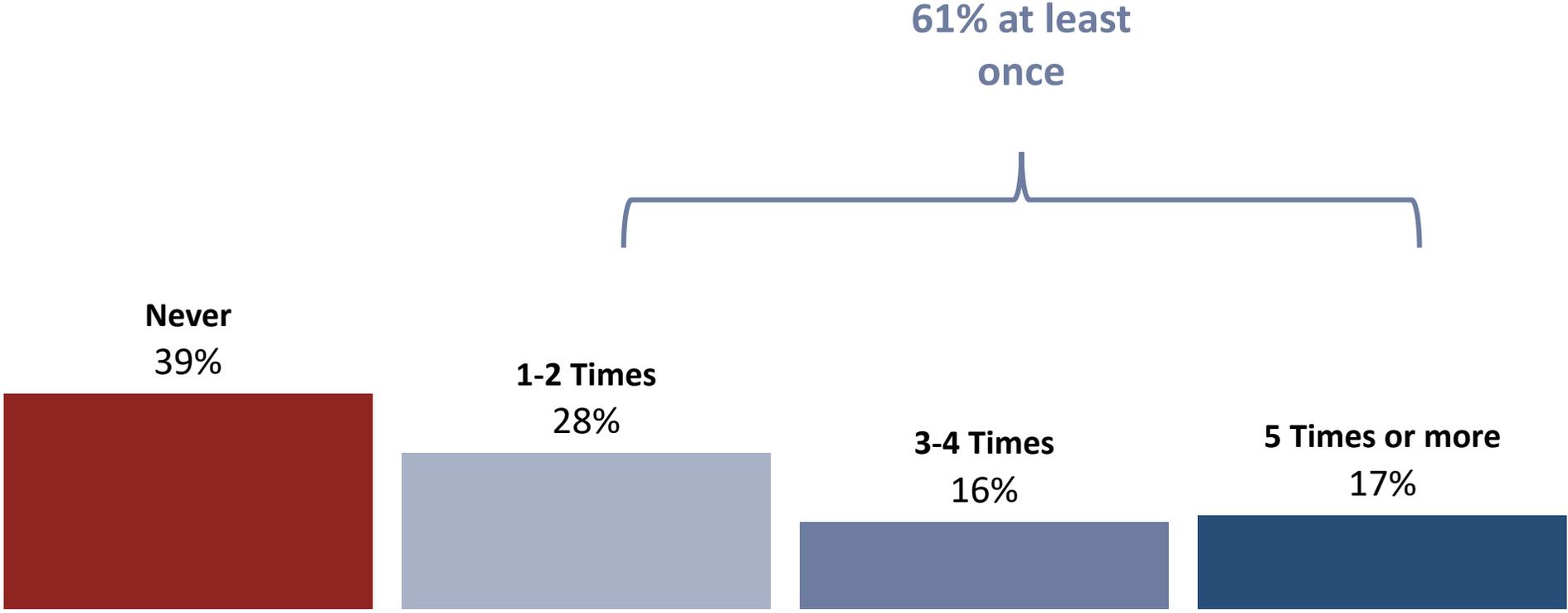
*A majority give the City positive marks for communicating about and responding to stadium-related issues. Stadium management gets lower marks, primarily because fewer respondents are familiar with their performance.*



Q6-9. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. If you are not sure please just say so.

# Stadium Visitor Frequency

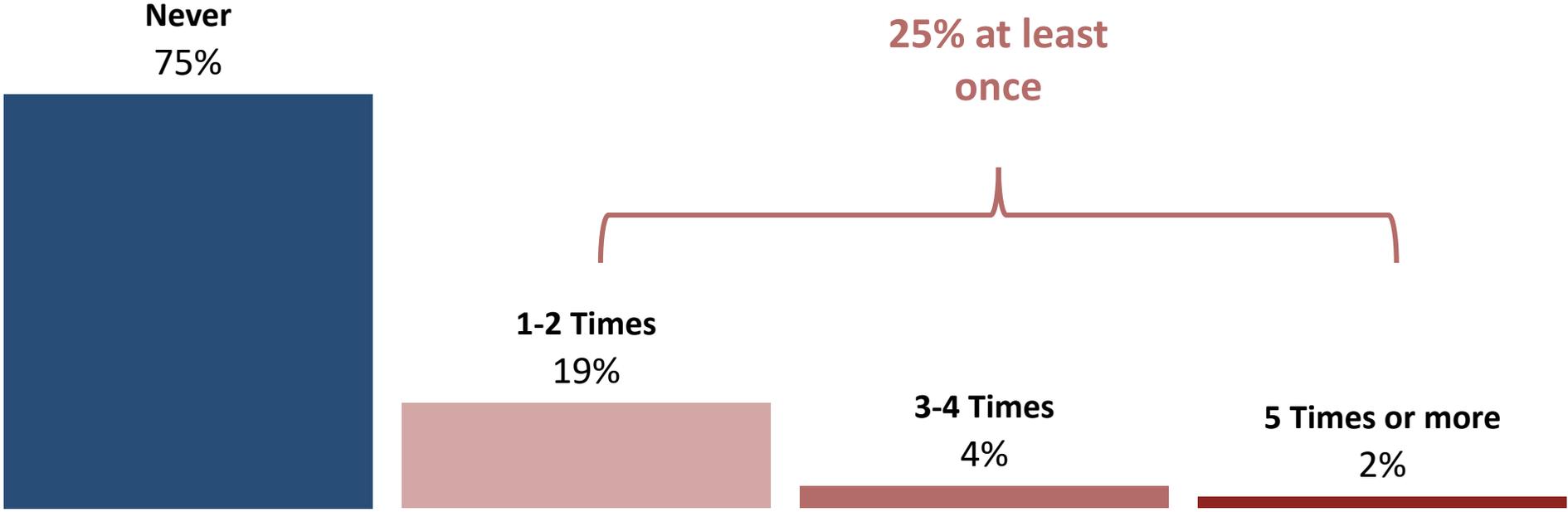
*Most have been to at least one event.*



# Stadium Problem Frequency



*One-in-four respondents say they have contacted someone about a stadium-related concern – 6% have contacted someone 3 or more times.*



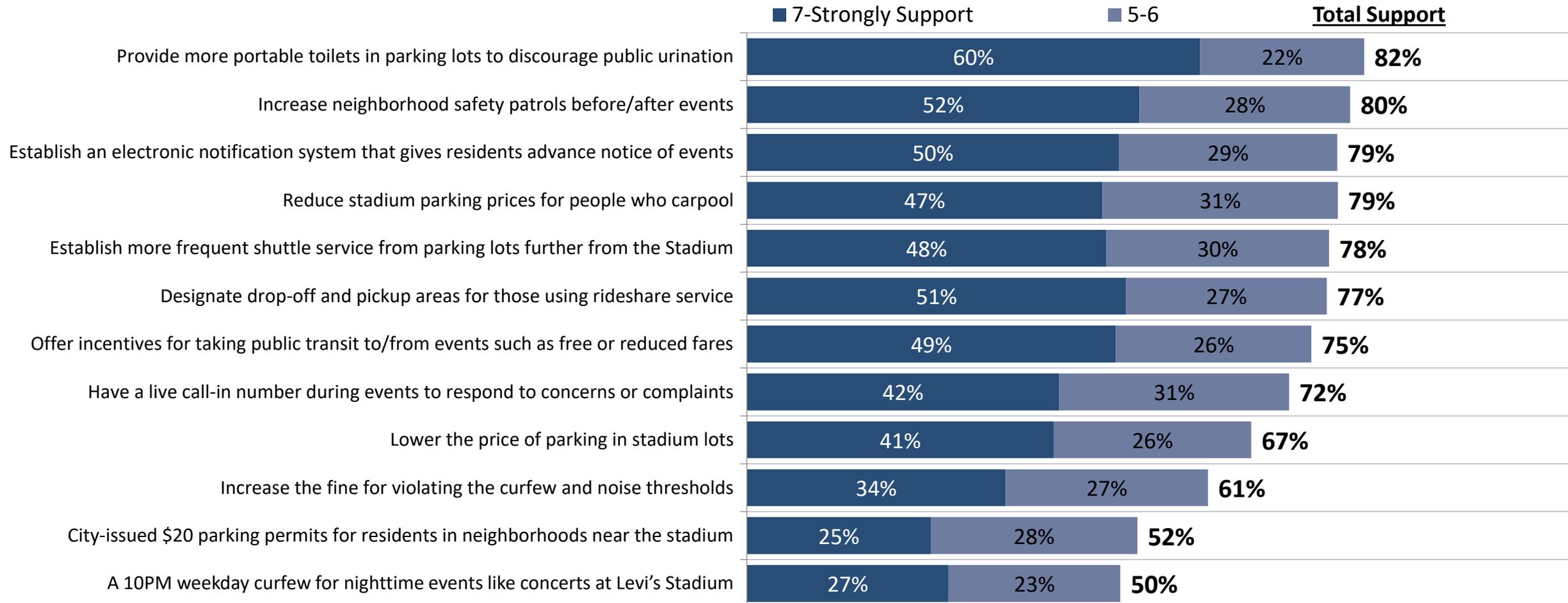
Q37. How many times, if any, have you or someone in your household contacted someone about a stadium-related problem or concern?



# Interest in Proposed Solutions

# Potential Solutions

*While all the solution tested have majority support, there are significant differences in intensity of support (“strongly support”).*



Q25-34. Please use a scale from 1 to 7, where 1 means you strongly oppose that proposal and 7 means you strongly support that proposal. If you have no opinion one way or the other please say so.

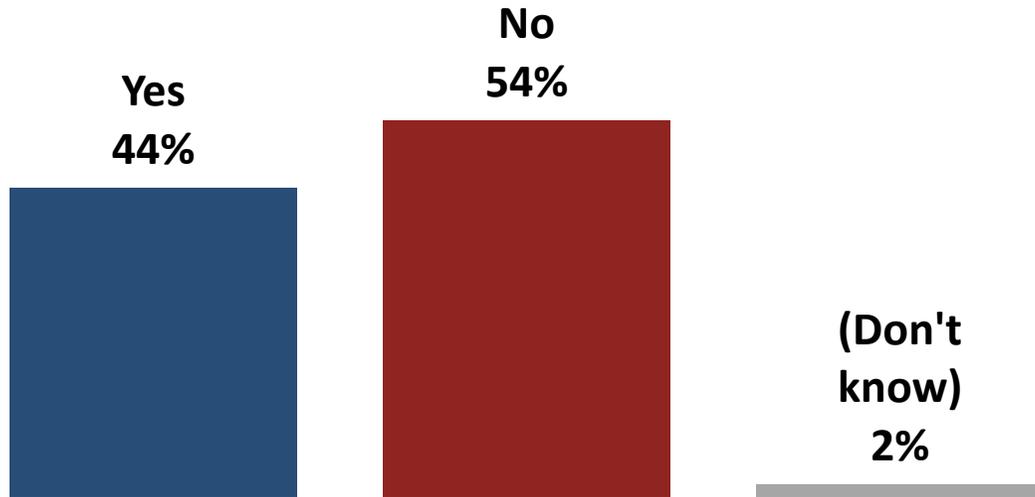


# Stadium Curfew Detailed Attitudes

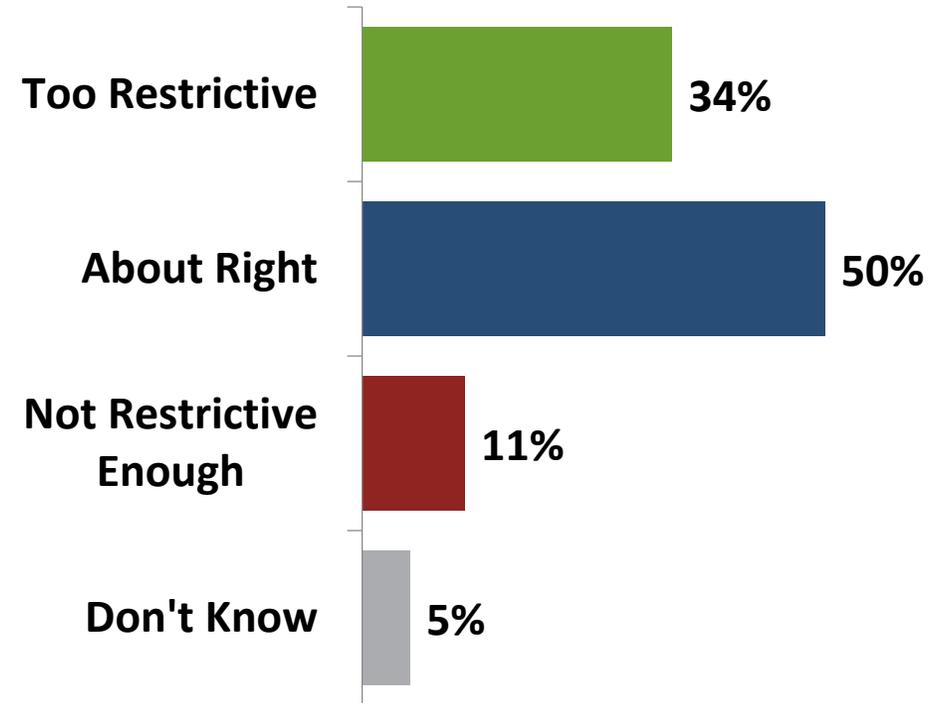
# Curfew

*Just under half are aware of the curfew. A third feel the curfew is too restrictive while half say it's about right. Only one-in-ten feel it isn't restrictive enough.*

## Aware of Curfew



## Feel Curfew is...



Q15. Were you aware or not that the City has a 10 PM weekday curfew for nighttime events like concerts at Levi's Stadium?

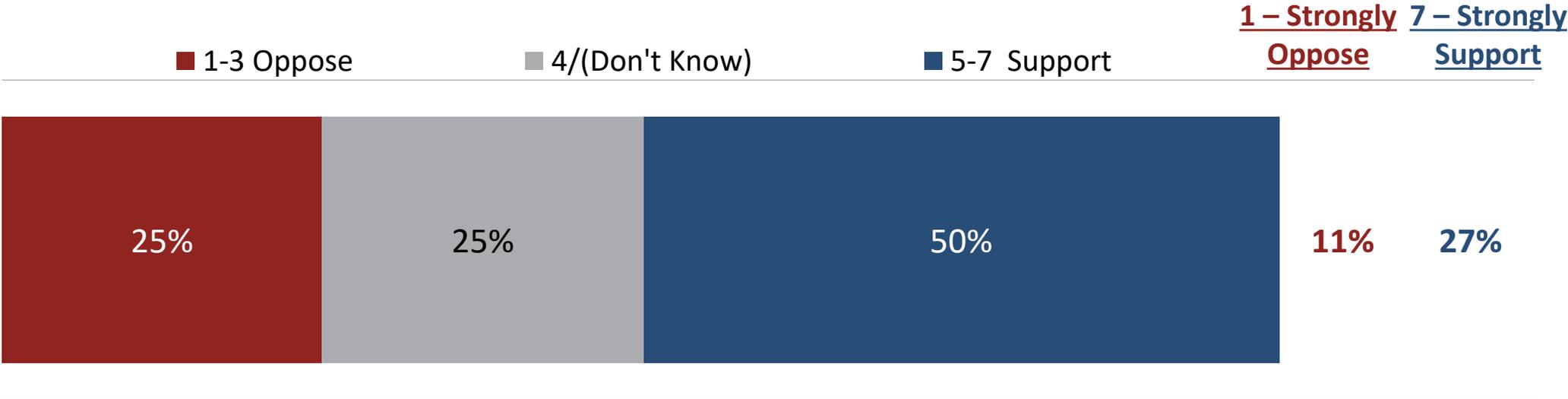
Q18. In general, do you feel this curfew on weeknights is too restrictive, not restrictive enough, or about right?

# Curfew Support



Half support the curfew. Only 1-in-4 are opposed to the curfew while the remaining 25% aren't sure.

In general, do you support or oppose this weeknight curfew?



Q16. Please use a scale from 1 to 7, where 1 means you strongly oppose the curfew and 7 means you strongly support the curfew?

# Curfew Reactions

*Of those who support the curfew, most say it is due to the stadium's proximity to a residential neighborhood and concern for those residents. Of those who oppose the curfew, the most common reason is because they feel it is too restrictive.*

Support Curfew (n=199)	%
Residential neighborhood/ residents should be respected	20
Not fair to residents who work/go to school	13
Disturbs sleep	10
Security/keep area safe	9
Noise	8
Good/preventative action (generally support)	8
Does not affect me	5
Once in a while is okay to go past curfew/depends on event	5
Traffic/foot traffic	4

Oppose Curfew (n=100)	%
Curfew is unnecessary/too restrictive	36
Curfew should be for shorter period/10 PM is too early	15
Does not affect me	9
Once in a while is okay to go past curfew/depends on event	6
Losing out on revenue	6

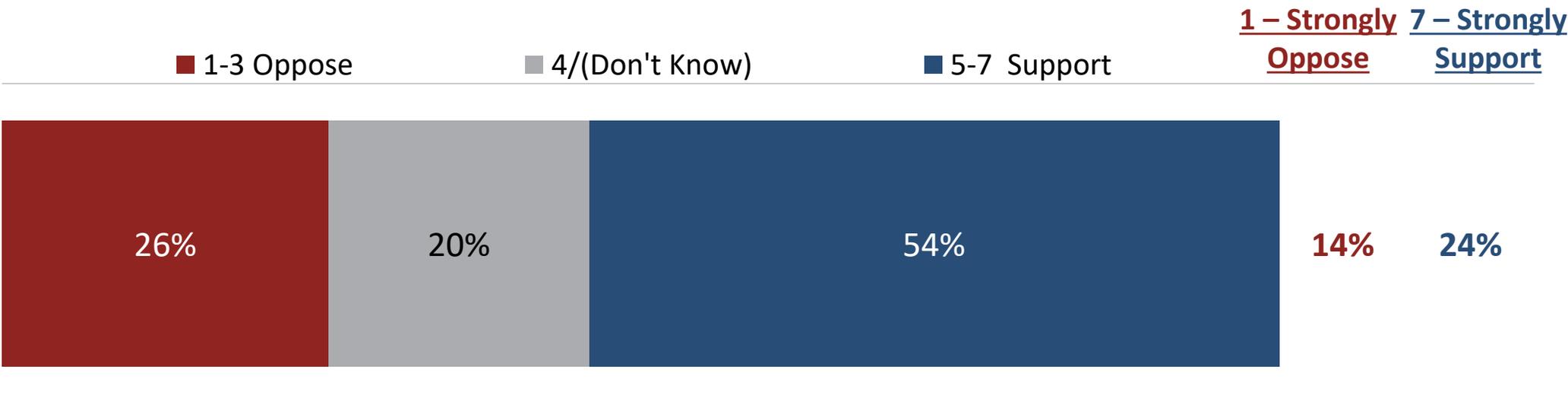
# Support Limited Exceptions to Curfew



After hearing brief arguments from both sides, just over half say they would support allowing limited curfew exceptions.

Some people say the Stadium's current curfew policy causes the City to lose out on revenue from concerts that choose not to play in Santa Clara because of it. They argue the policy should be changed to allow a limited number of exceptions for profit-making events, allowing evening events to go until 11 PM rather than 10 PM.

Other people say the curfew policy should remain as is. The noise generated by events and eventgoers leaving the stadium and passing through nearby neighborhoods is too much of a disturbance to residents during the week before work and school.



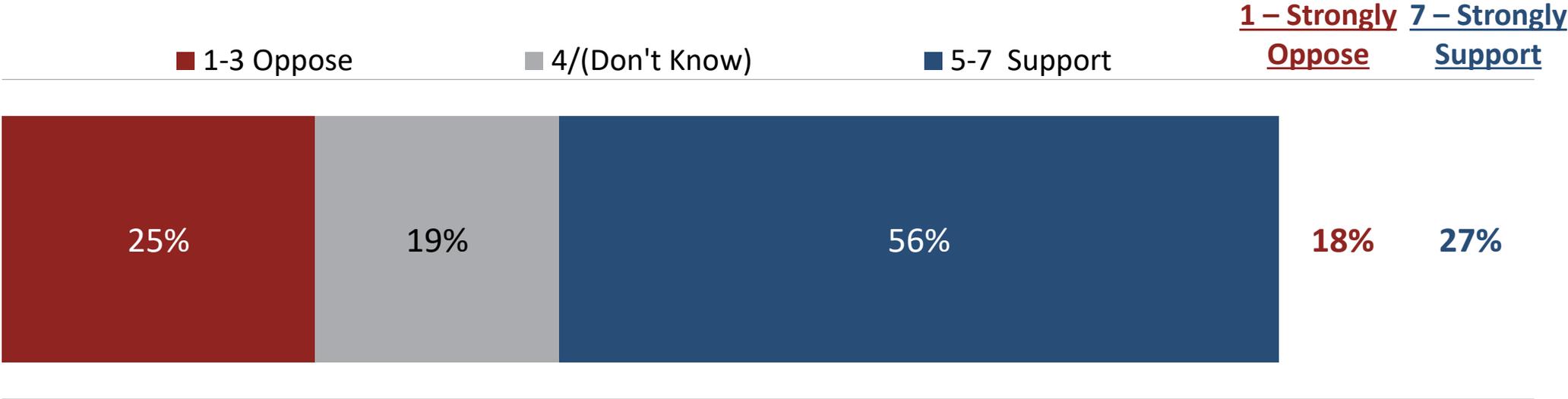
Q19. Given what you've heard, do you support or oppose allowing limited exceptions to the weeknight curfew? Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

# Support 3-4 Exceptions Per Year



*A majority also support allowing 3-4 exceptions per year.*

*Would you support or oppose allowing 3 to 4 exceptions per year to the weeknight curfew?*



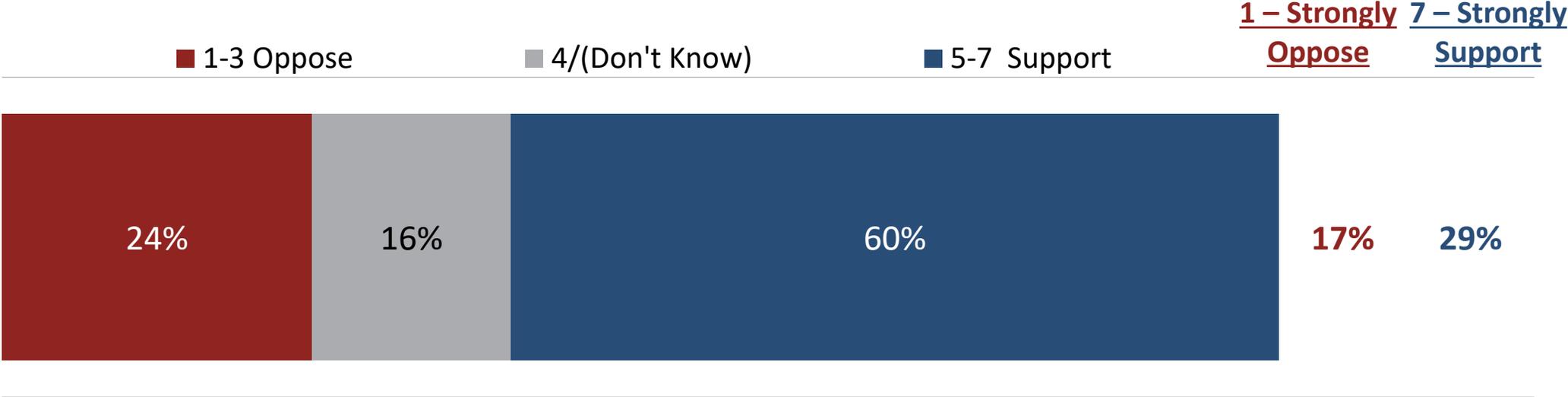
Q20. Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

# Support 2-3 Exceptions Per Summer



*A majority also support allowing 2-3 exceptions specifically during the summer months.*

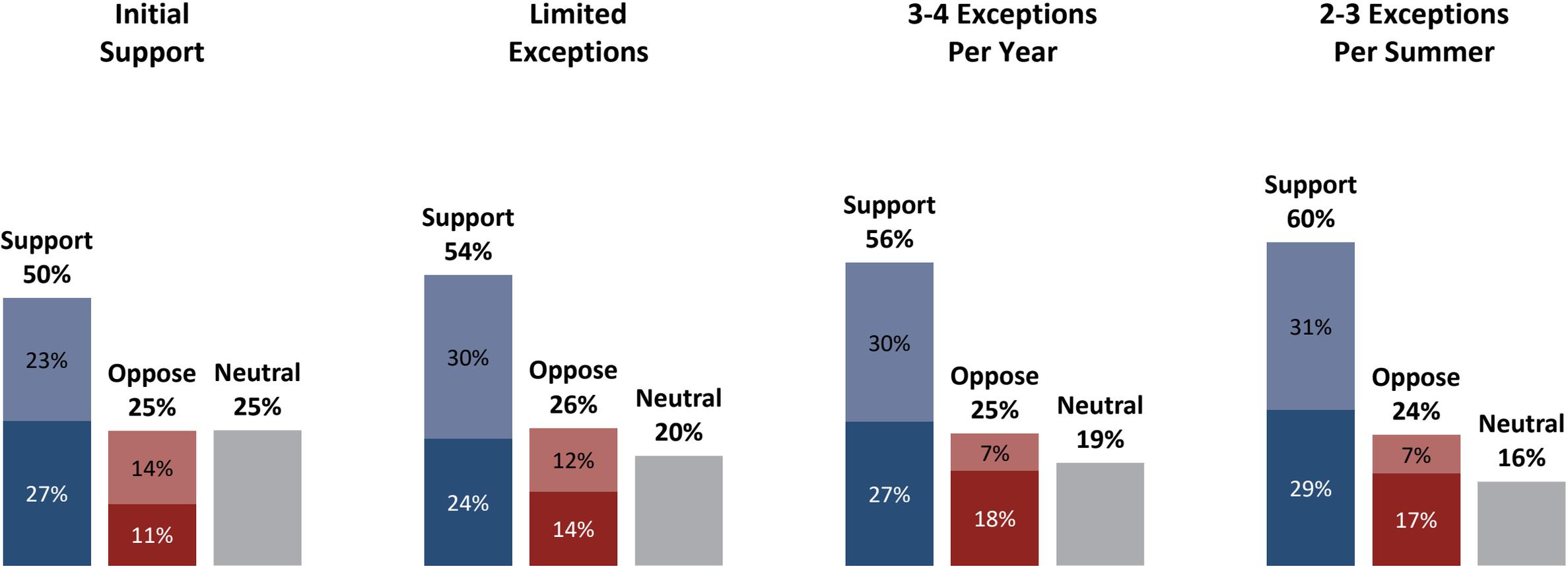
*Would you support or oppose allowing 2 to 3 exceptions per year to the weeknight curfew during the summer months only when kids are out of school?*



Q21. Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

# Support for Curfew Modifications

*A majority support the general idea of limited exceptions to the curfew and when asked about specific options, 56% support 3-4 exceptions per year and 60% support 2-3 exceptions per summer. Opposition is consistently about a quarter.*





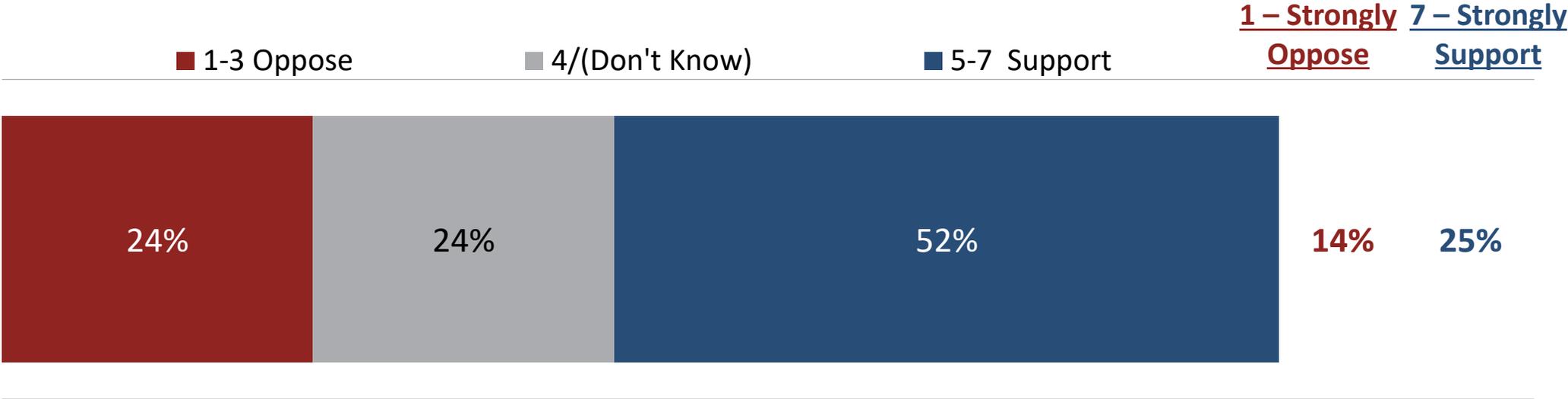
# Parking Issues and Solutions

# Support for Permit Program



*Initially a majority support city-issued \$20 parking permits for residents in neighborhoods near the stadium.*

*In general, do you support or oppose city-issued \$20 parking permits for residents in neighborhoods near the stadium, including guest parking passes, to prevent stadium-goers from using street parking on event days?*



Q22. Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

# Permit Program Reactions

*Supporters of the program feel it will help solve the problem. Those who are opposed are largely concerned with the cost to residents, though some do feel it is unnecessary or won't be effective.*

Support Program (n=210)	%
Will help with lack of parking and traffic	21
It's a good/affordable/necessary measure (generally supportive)	14
Will prevent outside people from parking in neighborhood	11
Residents will have guaranteed parking/ park in front of home	11
More organization/ more control	6
Generates revenue for the City	6
Will help the neighbors/residents	6
Parking should be the Stadium's responsibility	5

Oppose Program (n=96)	%
Residents should not have to pay to park/not fair	39
Its unnecessary/A waste/ will not be effective (generally oppose)	14
The cost is too high	10
It's a good/affordable/necessary measure (generally supportive)	7
Will prevent outside people from parking in neighborhood	5
Residents will have guaranteed parking/ park in front of home	4
Parking should be the Stadium's responsibility	3

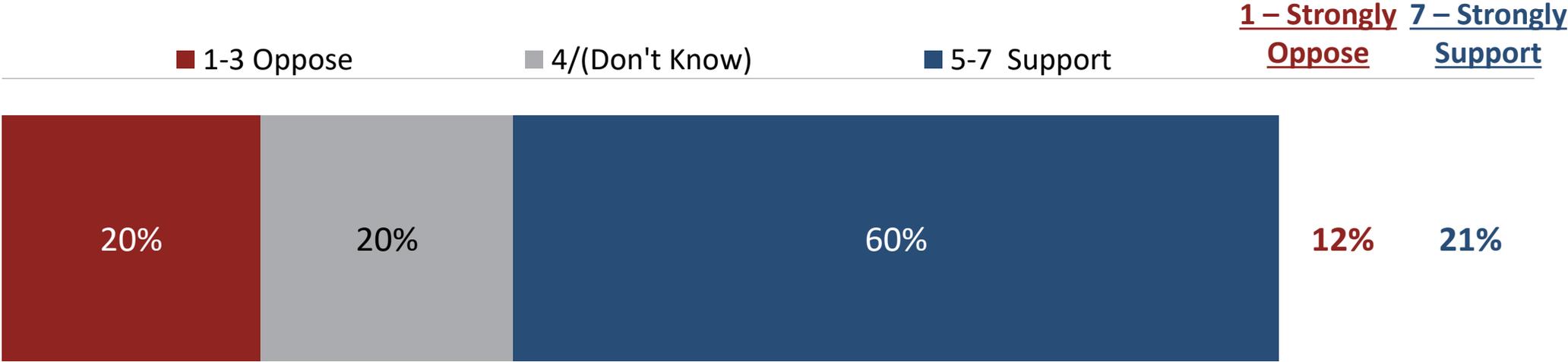
# Support for Permits After More Info



*After brief arguments on both sides, support for the permit program remains strong.*

*Some people say parking permits would reduce event traffic in their neighborhoods and help make sure they can find parking on event days. They say it would also reduce rowdy behavior, trash, and disturbances in their neighborhoods.*

*Other people say a parking permit program will cost the City and local residents too much money and resources to issue, administer, and enforce. They say it will make parking in those neighborhoods too complicated for guests and non-event visitors to the area.*

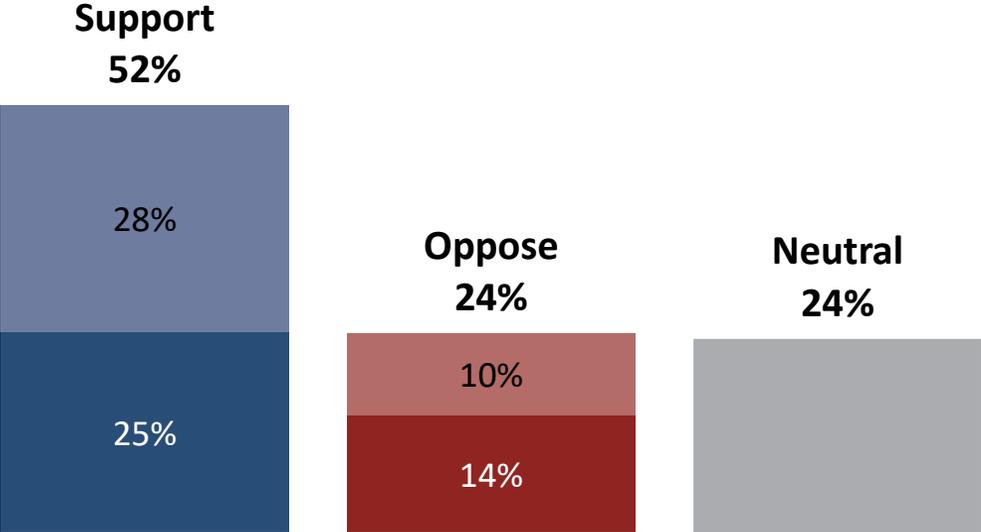


Q24. Given what you’ve heard, do you support or oppose allowing limited exceptions to the weeknight curfew? Please use a scale from 1 to 7, where 1 means you strongly oppose this proposal and 7 means you strongly support it.

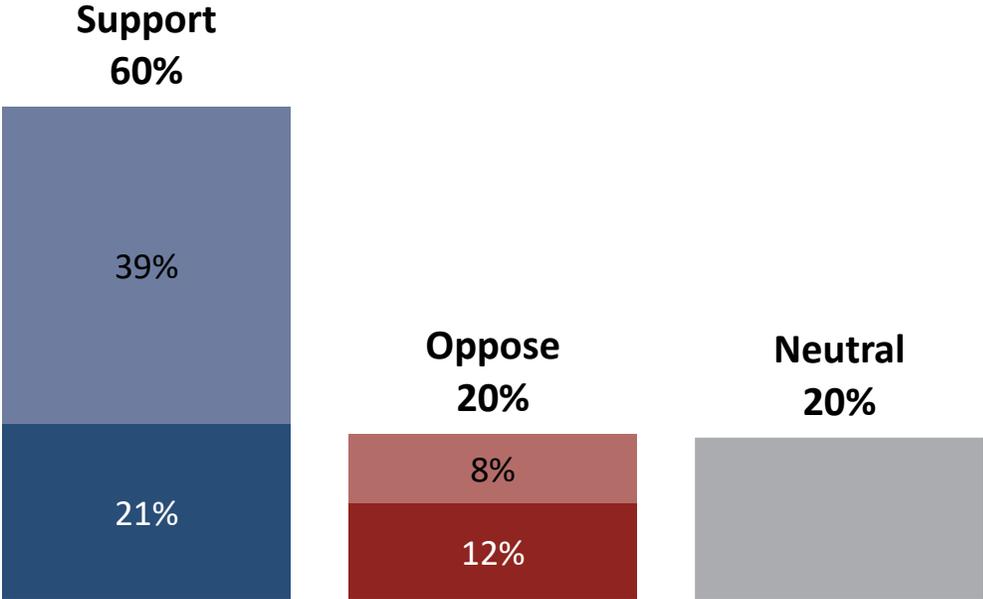
# Support for Parking Permits

*Initially a majority support city-issued \$20 parking permits for residents in neighborhoods near the stadium. Support increases after arguments for and against parking permits.*

## Initial Support

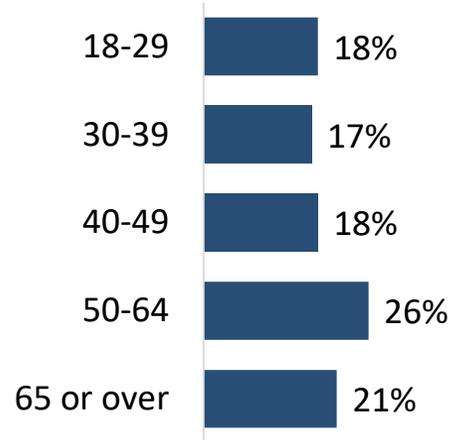


## Informed Support

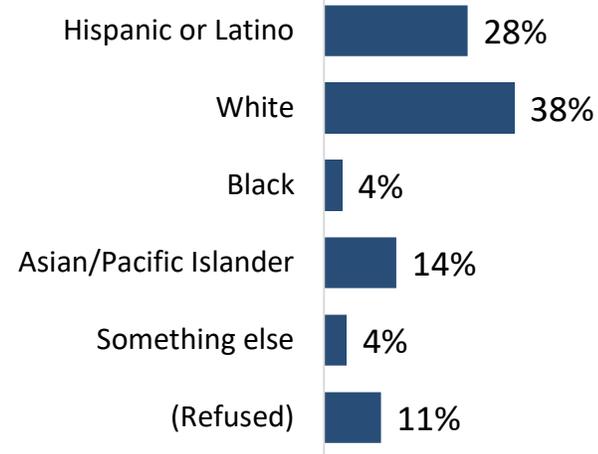


# Demographics

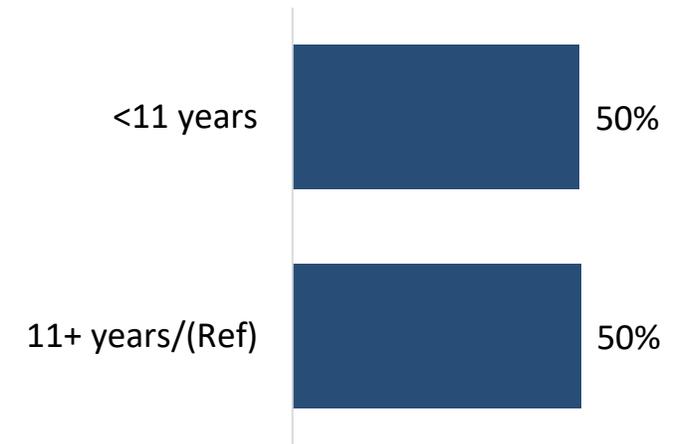
### Age



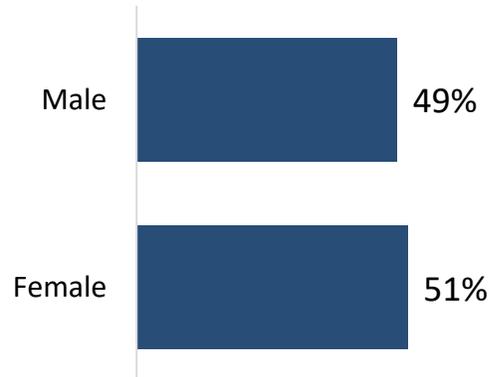
### Ethnicity



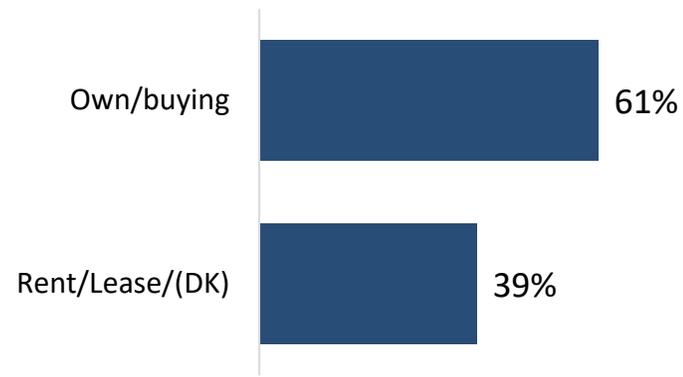
### Years in Neighborhood/Santa Clara



### Gender



### Home Ownership





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